

Message Text

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TAGS: BEXP, CA

SUBJ: FY 1978 COUNTRY COMMERCIAL PROGRAM (CCP) -
PRELIMINARY PLANNING

1. FOLLOWING CAMPAIGNS PROPOSED FY 1978 CCP:

CAMPAIGN NO. 1, PRIORITY 1, PROCESS CONTROL
INSTRUMENTATION (MONTREAL) - PRODUCTS IN THIS SECTOR
EXPECTED TO BE CONTINUING IN DEMAND FY 1978 AND
FURTHER MARKET EXPOSURE SHOULD INCREASE SHARE OF U.S.
MARKET.

CAMPAIGN NO. 2, PRIORITY 2, BUILDING EQUIPMENT AND
MATERIALS (MONTREAL AND TORONTO) - PRIMARY PROMOTION
PERIOD. CONSTRUCTION AND HOUSING APPEAR TO BE AMONG
LEADERS IN ECONOMIC RECOVERY. PROBABLY SUFFICIENT
FRAGMENTATION IN INDUSTRY IN U.S. THAT FAIR SIZE
"UNIVERSE" OF NEW-TO-MARKET FIRMS EXISTS.

CAMPAIGN NO. 3, PRIORITY 3, COMPUTERS AND RELATED
EQUIPMENT (VANCOUVER) - PRIMARY PROMOTION TARGET
IN FY 1978. VANCOUVER RAPIDLY BECOMING FINANCIAL
AND DATA BANK CENTER FOR WESTERN CANADA.
INCREASE U.S. PENETRATION OF MARKET.

CAMPAIGN NO. 4, PRIORITY 4, ELECTRONIC COMPONENTS
(MONTREAL) - RAPIDLY EXPANINDG MARKET IN THE PROVINCE
OF QUEBEC SHOULD OFFER FURTHER OPPORTUNITIES
FOR AN ALREADY WELL-ESTABLISH U.S. INDUSTRY.

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(TARGETS FOR TORONTO AND VANCOUVER IN FY 1977.)

CAMPAIGN NO. 5, PRIORITY 5, ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT (TORONTO) - CANADIAN ELECTRONICS EQUIPMENT PRODUCTION HAS INCREASED 173 PERCENT SINCE 1965 AND 57 PERCENT SINCE 1972. PRELIMINARY SOUNDINGS INDICATE CONTINUING INTEREST NEW TYPES EIPT EQUIPMENT. LOGICAL FOLLOW-UP TO FY 1977 ELECTRONICS COMPONENTS CAMPAIGNS.

CAMPAIGN NO. 6, PRIORITY 6, COMMUNICATIONS EQUIPMENT (VANCOUVER) - ONE OF LARGEST IMPORT ITEMS, IN VALUE, FROM U.S. AND MARKET STILL REMAINS SIZEABLE.

CAMPAIGN NO. 7, PRIORITY 7, ENERGY SYSTEMS (MONTREAL) - CONTINUATION OF FY 1977 CAMPAIGN.

CAMPAIGN NO. 8, PRIORITY 8, HEALTH CARE (BIOMEDICAL EQUIPMENT)(VANCOUVER) - PRIMARY PROMOTION PERIOD. EXTENDED MEDICAL AND HEALTH CARE PROGRAMS WILL CAL FOR NEW AND SOPHISTICATED EQUIPMENT WHICH SHOULD PROVIDE OPPORTUNITY FOR U.S. MARKET NEW PRODUCTS AND INCREASE SHARE CURRENT MARKET.

CAMPAIGN NO. 9, PRIORITY 9, BUSINESS EQUIPMENT (MONTREAL) - FOLLOW-UP OF FY 1977 PRIORITY CAMPAIGN NO. 1 BUSINESS EFFICIENCY, SECURITY AND INVENTORY CONTROL EQUIPMENT.

CAMPAIGN NO. 10, PRIORITY 10, POLLUTION CONTROL EQUIPMENT (VANCOUVER) - BETTER INVESTMENT CLIMATE UNDER NEW PROVINCIAL GOVERNMENT SHOULD CALL FOR NEW POLLUTION CONTROL EQUIPMENT, ESPECIALLY IN FORESTRY AND MINING. A REPEAT CAMPAIGN BUT STILL VALID JUSTIFICATION.

CAMPAIGN NO. 11, PRIORITY 11, PRINTING AND GRAPHIC ARTS EQUIPMENT (VANCOUVER) - PRIMARY PROMOTION IN FY 1978 AND CONTINUATION VANCOUVER FY 1977 CAMPAIGN.

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2. NON-CAMPAIGN INITIATIVE ACTIVITIES BELOW ARE PROPOSED EXCEPT THAT IF BY MARCH 1, 1977, EXPERIMENTAL PROGRAM BY AMCONSUL TORONTO APPEARS SUCCESSFUL, CONSIDERATION WILL BE GIVEN TO CONTINUING IT AND PERHAPS INSTITUTING IT AT OTHER POSTS:

ACTIVITY NO. 1, PRIORITY 12, COMMODITY POLICIES/

PROBLEMS.

ACTIVITY NO. 2, PRIORITY 13, PROMOTION OF U.S.
WINES AND BEER.

ACTIVITY NO. 3, PRIORITY 14, MAJOR PROJECTS/PRODUCTS.
SAME JUSTIFICATION FOR ABOVE ACTIVITIES AS IN DRAFT
FY 1977 CCP.

3. PERSONNEL RESOURCES SUMMARY. CAMPAIGN PROFESSIONAL
FSO, 350; FSL, 158; NON-CAMPAIGN PROFESSIONAL
FSO, 2,290; FSL, 1,162; CAMPAIGN CLERICAL FSS, 10;
FSL, 94; NON-CAMPAIGN CLERICAL FSS, 870; FSL, 786;
GRAND TOTAL, 5,720.

4. FINANCAL SUMMARY. CAMPAIGNS: TRAVEL, \$475;
REPRESENTATION, \$300; PRINTING, \$420; CONTRACT
SERVICES, NONE. TOTAL CAMPAIGNS, \$1,195. NON-
CAMPAIGN ACTIVITIES: TRAVEL: \$7,030; REPRESENTATION,
\$2,605; PRINTING, \$1,110; CONTRACT SERVICES, \$2,785;
TOTAL NON-CAMPAIGN, \$13,530; GRAND TOTAL \$14,725.
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